

PROJECT AND SPORTS EVENTS MANAGEMENT

Sebastian Mădălin MUNTEANU

The Bucharest Academy of Economic Studies, Romania

ABSTRACT

This paper tries to capture the importance it holds the project management in socio-cultural sector which stands out when we refer to the sport. So when we talk about project management in sport, to consider a much larger vision, a new project management perspective, they involve a responsibility for the implementation of an event with global impact on very long term. Sports projects, as history shows us, played a significant role in developing societies.

Also, all major sports industry projects had at a somewhat modest cheer, developing exponentially along the history, often in spite of all chances. The scope of the industry is now so large that establishing new market data is a major task.

KEYWORDS: *project management, sports event, project, sports, spot, sports industry, sports education, sports management, sports activity management*

The importance of the role it holds the project management in socio-cultural sector it stands out when it comes to sport. Thus, if we were to refer to the senior major sporting events such as Olympics, we see that their responsibility is assumed by the organization of host cities that make such long-term projects whose ultimate goal is more than the competition itself, is a socio-cultural legacy left to its citizens. Thus, when we talk about project management in sport, consider a much broader view, a new project management perspective, they involve a responsibility for the implementation of an event with global impact and very long term. Organizing an event can be realized so as to have a positive effect on the next event. For example, a local government, in research needs of the community needs can organize annual sports events that can have a positive economic impact on the reference area, sports associations at all levels and can use those events to stimulate the large participation in the future by ensuring all appropriate facilities when present, an organization¹ to implement private events, creating a very good relationship with current customers, to increase revenue for next year, a foundation that can raise more funds. Therefore, a professional approach in terms of sports management can bring benefits in the industry. The science of project management that supports business strategy is a sequence of actions and activities necessary to achieve the ultimate goal, but beyond that, there are different definitions and views, for example, if both the goals and objectives require both strategic implementation.

¹ Ceptureanu, S.- Organizatiile moderne si provocarile noului secol, Simpozionul international Abordari moderne in managementul si economia organizatiei, vol. 1, ISBN 978-973-594-869-6, ISBN 978-606-505-002-0, Bucuresti

When talking in terms of management strategy in the context of the project, we refer to things and offers for different people, tastes, different needs and so on. Objectives of a sports project may involve implementation of an event requiring short or long periods of planning and may involve matters in which that event is just a catalyst. In some cases, the organization can go to the incorporation of sizes that do not take the traditional project management. Also, the emphasis is on managing projects or events and not on the management of an organization. This is an important distinction because the events are by nature ephemeral, and even if they can repeat at a certain time, every time they are a separate project. Even under these conditions, management of sporting events should be taken into account in two completely different levels, namely sports project management and management of sports programs, with the provision that the second type requires a broad, strategic approach for more time.

Sports projects, as history shows us, have played a significant role in developing societies. Also, all major sports industry projects had at a somewhat modest progress, developing exponentially throughout history, most often in spite of all odds. The magnitude of the industry is now so great that the establishment of market data is a major task. From an economic perspective, there is the cost-profit organization with money spent on sporting events versus profit made from them, on the other hand, the phenomenon of sport development perspective, much harder to quantify, given the large number of participants, from school to the competitions worldwide. These data are more or less accurate depending on the type of sport that is taken into account and may be supplemented by the popularity of the percentage increase from one year to another. On all types of projects and sports events carries many factors that influence political, social, economic, administrative, technological, as they must go to sets of methods according to the different regulations, such as health, environment, population security, employment, fiscal reporting, getting licenses for activities, etc., in question. These influences can be both positive and negative effects on projects and events. For example, if we were to consider the politics intervention, we can see that this is quite different from one case to another, but all politicians, regardless of their profile, see fit to play a role in the management of sports events / or their use for political purposes. Many opinion polls have revealed that important state people have become more widely accepted after, in advance, they were associated with major sporting events. The role and effects of technology in sport is intrinsically linked to the scale sports projects: customer expectations and the media have led to many types of innovations and their use in pre-development sports industry. The greater number of spectators and / or viewers, the more likely that in future their number be increased, and the phenomenon of loyalty to a particular sport to grow. As an aside, this is the main task of the federations, associations, etc., ie, not to create an event for the experience, but to convert the emotions resulting from participation in competition in long-term attachment. "Developing economic environment led to a further development of social responsibility. Thus, social responsibility encompasses a business approach leads to long-term value creation for

shareholders from opportunities that arise and economic risk management, social and environmental”¹.

Sports industry can be analyzed according to various sizes depending on the scale of the conceptual analysis considered. Sports events are organized all over the world for people with or without disabilities, men and / or women of all ages. There are sports with one or more formats, some of which are generally accepted, while others only in a specific area or country. Depending on the duration of the competition, there are competitions which run from one day to the championships that span a period of one year. In terms of socio-economic dimension, there are amateur tournaments and professional tournaments. Taking into account the criterion of accessibility and acceptability are organized competitions for those who are newly introduced to the sport concerned and professional competitions. Finally, a trade show events where the classification is made from spectators or participants which have the lead role, the revenue received from either the former or the latter ones. Educational institutions are probably the first through which children are familiar with the various sports competitions in schools, colleges, universities, etc.. Television, as an opinion maker, also has an important role in children's preferences for different sports games. Projects are organized in schools, colleges, universities, at county, regional, national and international level. Some older clubs were founded for amateur sports, but have evolved into professional organizations. Many sports projects represent only a certain part of a particular industry of entertainment. Large events covering a wide range of leisure-time activities and recreational sports can have a component socially integrated with art, music, etc.. “In today’s dynamic business environment, speed and flexibility are a necessity”.² “Change has become the rule, not the exception.”.³

Sports industry projects consists of three elements: consumers of sports projects, sports and products resulting from behind these projects. In sports projects, participants or spectators are of two basic types, corporate and individual. Consumers may be corporate sponsors of sports events, public relations agencies and guests. Individual spectators may be ticket buyers, invited beneficiaries of free admission events. Consumers of sporting events may also be participants form teams or individually, and also the entourage made up of coaches, medical personnel and impresarios. Officials such as referees, observers and judges are also included here, as take part and "consume" the event. An event is also a consumer

¹ Costin Ciora –“Value creation through sustainable development”, Suplimentul revistei Calitatea - Acces la succes, anul 11, nr.111, 2010, ISSN 1582-2559, CNCSIS B+, indexata in Scopus si EBSCO

² Năftănăilă Ion, Hotaran, Ilinca, Cioană Georgiana - “A dynamic approach to manage the production capacity, Simpozionul “International Conference: Modern Approaches in Organisational Management and Economy 2009 Third Edition”, Special Issue, Vol 1, ISSN 1582-3458, pp. 519-524

³ Năftănăilă Ion, Hotaran, Ilinca, Cioană Georgiana - “A dynamic approach to manage the production capacity, Simpozionul “International Conference: Modern Approaches in Organisational Management and Economy 2009 Third Edition”, Special Issue, Vol. 1, ISSN 1582-3458, pp. 519-524

because it requires resources to be there. There are also consumers of sporting goods. These products consist of goods and sports equipment. There are also sports information and data, including results, transmissions through media channels, live or delayed. May we include here several facilities and training services that are provided to those who request them. When talking about suppliers, we can mention that they do not relate only to producers of goods and sports equipment included and sponsors and other organizations that provide equipment, services and funds. Media representatives are providers of information in various ways, and individual consumers are, of course, accepted as partners in the conference. In this category are included sports clubs, as suppliers of elite performance. A prevailing concept in all sports events, namely all part of the entertainment industry. This is true even if the event takes spectators or participants part in their own fun, although this is sometimes difficult. So, regardless of the scale achieved, there is always a show that is put into practice. Establishing these three elements of the sport industry provides an understanding of the relationships that govern the conduct of sporting project. What should be clear is that industry projects belong to sport in this concern for the provision of entertainment is no different than any other industry and that the main aim of the organizers must meet consumer needs. Every year there are numerous projects throughout the sports world, and their structure and format are determined by their owners. Among them within local authorities and government, sports governing bodies and organizing committees, corporate organizations, voluntary and charitable organizations, educational institutions and organizations, etc.. In many cases, especially when the impact is very big, there is collaboration between two or more of these types of owners in control, development and implementation of the event.

Also, they determine what kind of show will host the sporting event in that format. Regardless of the deployment of the sports spectacle, there are only a few basic formats generally applicable. These formats have been developed over time and due to the influence of key factors such as rising consumer expectations and, more recently, for some events, expectations that transmit television competition. Thus, in a first stage of the competition were introduced preliminary mini-leagues or groups so that more sports games to be seen by fans, knockout stages still be enjoyed by the consumer of sport, but in the final part competition involves competitors who were able to support their efforts. Finally, several formats can be used by the event, although some are more common in certain dimensions of competition than others. The main types of formats of sports events and projects are: eliminatory tournaments, leagues and knock competitions. Sports participants in a project are often perceived as only men and women taking part in the competition. Of equal importance are other "players" listed above as consumers in the sports industry. The organization can not miss any sports project competitors. They are men and women who compete against each other, individually or in teams of two or more persons, either for their personal satisfaction, or representing an organization like a school, a club, a county, a region, a league or a country. Competitors may participate in the event by paying an entrance fee and also can

purchase tickets for themselves and their families. They may also spend money at the event in question through a variety of ways. In case of major projects, there are those competitors for the event itself could not sell therefore there is prize money or payment for mere participation. These, even if they are owners of the event or not, have the lead role in conducting the competition. They, whether are employed or on a fixed-term contract, involve stakeholders. Clearly, there were sports project managers, long before any qualifications to be available. This leads to the question whether there really need a formal qualification in an area which has been well served by a wealth of expertise in other disciplines? Great event managers were launched in environments such as: law, marketing, human resources and accounting, as well as from non-certified management routes. The reason for their success is that project management includes all these subjects and a project requires a variety of management and business skills. Project management qualifications offered by higher education institutions are not able to deepen the single disciplines, allow to create multi-skilled and trained graduates, a contribution which can only benefit the industry. A more recent development of new programs is a result of industry requests for more skills in this area.

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